

Life Sciences Digital Services Specialists PEAK Matrix® Assessment 2024

January 2024: Complimentary Abstract / Table of Contents



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Contents

1. Introduction and overview	5
• Research methodology	6
• Key information on the report	7
• Introduction	8
• Focus of the research	9
2. Life sciences digital services specialists state of the market	10
• Overview of the life sciences digital services specialists' landscape	11
• Summary of the key message	12
• Enterprises' new sourcing model	13
• Specialists' value proposition	14
• Trends for digital services specialist providers	15
• Sourcing considerations for specialists	16
3. Life sciences digital services specialists PEAK Matrix® characteristics	17
• PEAK Matrix framework	18
• Everest Group PEAK Matrix for services	20
• Service provider capability summary dashboard	21
• Characteristics of Leaders, Major Contenders, and Aspirants	24
4. Enterprise sourcing considerations	25
• Leaders	25
– Axtria	26
– Indegene	27
– NNIT	28

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Contents

• Leaders (continued)	
– Zifo	29
– ZS	30
• Major Contenders	31
– Avira Digital	32
– DataZymes	33
– Excelra	34
– i2e Consulting	35
– Quantori	36
– Real Chemistry	37
– Trinity Life Sciences	38
• Aspirants	39
– Beghou Consulting	40
– EZEN	41
– KMK Consulting	42
– ProcDNA	43
5. Appendix	44
• Glossary	45
• Research calendar	46

Background of the research

As life sciences enterprises adapt to post-COVID market, factors such as global macroeconomic uncertainties, geopolitical disruptions have also forced biopharmaceutical and medical devices enterprises to rethink their future growth strategy. As these enterprises rationalize and restructure their portfolios and strategically address the high-priority “quick-wins” use cases for digital transformation, they look at service providers with greater domain knowledge, better agility and life-sciences specific technical expertise. The post-pandemic era is currently witnessing the emergence of these niche providers who are establishing a strong foothold in the digital services market.

In this research, we present an assessment and detailed profiles of 16 service providers featured on the Life Sciences Digital Services Specialists PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group’s annual RFI process for calendar year 2023, interactions with leading life sciences digital service providers, client reference checks, and an ongoing analysis of the life sciences digital services market.

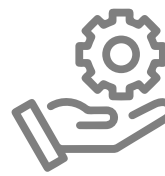
This report includes the profiles of the following 16 leading life sciences digital services specialist providers featured on the Life Sciences Digital Services Specialists PEAK Matrix:

- **Leaders:** Atria, Indegene, NNIT, Zifo, and ZS
- **Major Contenders:** Avira Digital, DataZymes, Excelra, i2e Consulting, Quantori, Real Chemistry, and Trinity Life Sciences
- **Aspirants:** Beghou Consulting, EZEN, KMK Consulting, and ProcDNA

Scope of this report



Geography
Global



Providers
Life sciences specialists



Services
Digital services

Overview and abbreviated summary of key messages

This report examines the global 2023 life sciences digital services specialist provider landscape and its impact on the life sciences digital services market. It focuses on provider position and growth in the specialist provider market, changing market dynamics and emerging provider trends, assessment of provider delivery capabilities, and key specialist provider profiles. It also identifies the key implications of the research findings for buyers and providers.

Some of the findings in this report, among others, are:

Life Sciences Digital Services Specialists PEAK Matrix® Assessment 2024

Everest Group classified 16 life sciences digital services specialist providers on the Everest Group PEAK Matrix into the three categories of Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework to assess the overall vision, capability, and market impact of platform providers.

- There are five life sciences digital services specialist providers in the Leaders category – Axtria, Indegene, NNIT, Zifo, and ZS
- The Major Contenders category has seven life sciences digital services specialist providers – Avira Digital, DataZymes, Excelra, i2e Consulting, Quantori, Real Chemistry, and Trinity Life Sciences
- There are four life sciences digital services specialist providers in the Aspirants category – Beghou Consulting, EZEN, KMK Consulting, and ProcDNA

Specialist digital service provider trends

We see three major segments of specialist service providers based on their capabilities in the life sciences digital services space:

- Research and development: Their portfolio of offerings comprises application-specific services and platform-led services; and prominent use cases around analysis of omics-datasets, protein binding prediction, trial feasibility using RWE, etc.. They specialize in providing domain-specific data and analytics offerings across discovery and research, drug and product development
- Commercial: These specialists offer strong domain expertise across the commercial function with coverage across sales and marketing, medical affairs, market access, and patient services. They leverage technologies such as Gen AI, analytics, ML to offer solutions across conversational AI, HCP segmentation, and patient advertising strategy

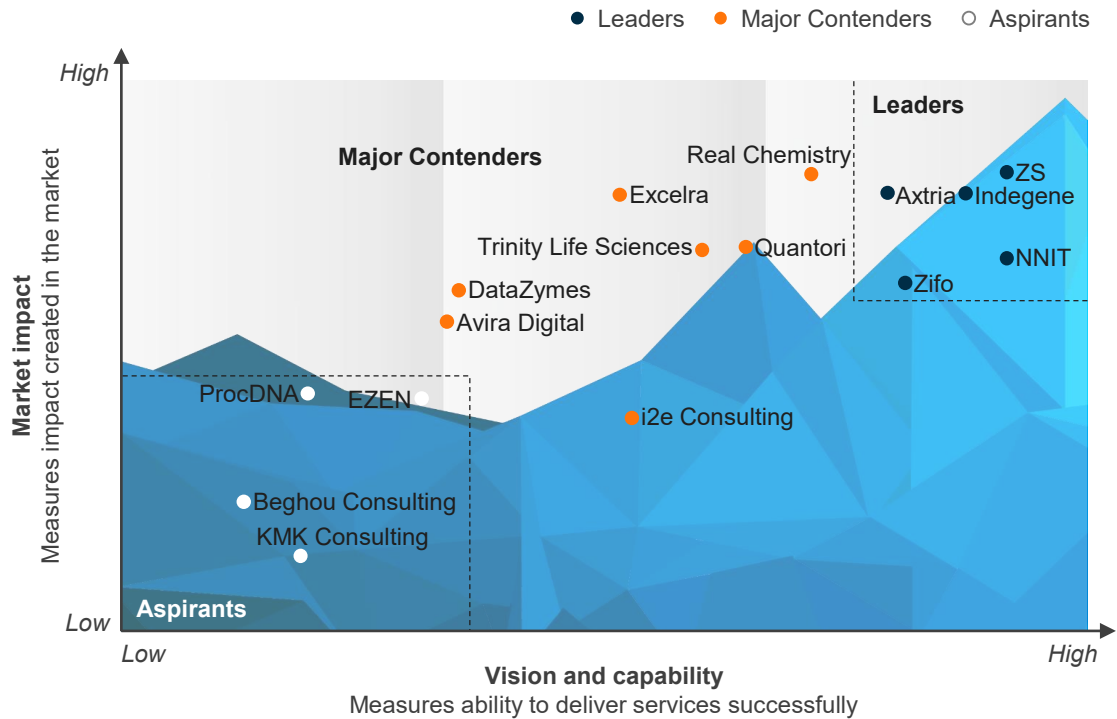
Specialists' unique proposition

Through their unique value propositions, the specialists have been able to carve out a niche for themselves and grow from there:

- Domain expertise along with niche services and solutions
- Engagement flexibility and superlative client management

This study offers five distinct chapters providing a deep dive into key aspects of the life sciences digital services market; below are three charts to illustrate the depth of the report

Life Sciences Digital Services Specialists PEAK Matrix® Assessment 2024^{1,2}



1 Assessments for Axtria, Beghou Consulting, KMK Consulting, Zifo, and ZS exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with enterprise buyers
 2 Assessment for EZEN and i2e Consulting are based on partial primary inputs
 Source: Everest Group (2023)

Capability assessment

Illustrative example

Measure of capability: 🟡 Low ● High

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 2	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 3	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 4	🟡	🟡	🟡	🟡	●	🟡	🟡	🟡	🟡
Provider 5	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 6	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 7	🟡	🟡	🟡	🟡	🟡	🟡	●	🟡	🟡
Provider 8	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 9	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

Everest Group's remarks on providers

Illustrative example

Measure of capability: 🟡 Low ● High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
🟡	●	●	🟡	●	🟡	●	🟡	🟡

Strengths

- Buyers commend XYZ for its proactive and agile client communication, frequently organized workshops, and data literacy programs for customers
- It regularly engages in co-development of digital solutions with pharmaceutical clients on account of its superior commercial expertise. It showcases this expertise by means of exhaustive thought leadership across formats and its annual digital summit

Limitations

- XYZ needs to bring in more innovation through risk-sharing or result-based commercial models, while exploring co-development opportunities with buyers
- While the industry recognizes its gradual foray into serving the Small and Mid-sized Business (SMBs) with its emerging pharma specific solutions, it needs to accelerate this development, in addition to enhancing medical devices-focused solution to further optimize its portfolio

Research calendar

Life Sciences Information Technology

Published Planned Current release

Reports title	Release date
Clinical Development Platforms Products PEAK Matrix® Assessment 2022	July 2022
Connected Medical Device Services PEAK Matrix® Assessment 2022	August 2022
Life Sciences Digital Services PEAK Matrix® Assessment 2022	September 2022
Life Sciences Customer Experience Platforms (CXP) PEAK Matrix® Assessment 2023	December 2022
Medical Devices Digital Services PEAK Matrix® Assessment 2023	May 2023
Life Sciences Smart Manufacturing Services PEAK Matrix® Assessment 2023	August 2023
Life Sciences Smart Manufacturing Services – Provider Compendium 2023	October 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) PEAK Matrix® Assessment 2023	November 2023
Life Sciences Next-generation Customer Engagement Platforms (CEP) – Provider Compendium 2023	December 2023
Life Sciences Digital Services Specialists PEAK Matrix® Assessment 2024	January 2024
Life Sciences Digital Services Specialists – Provider Compendium 2024	Q1 2024
Life Sciences Customer Experience Platform (CXP) Adoption Playbook	Q1 2024
Life Sciences Platform Services PEAK Matrix® Assessment 2024	Q2 2024
Life Sciences Platform Services – Provider Compendium 2024	Q2 2024

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